

ESTTA Tracking number: **ESTTA421188**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Application Serial No.	77943719
Applicant	Flipboard, Inc.

Notice of Appeal

Notice is hereby given that Flipboard, Inc. appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 77943719.

Applicant has filed a request for reconsideration of the refusal to register, and requests suspension of the appeal pending consideration of the request by the Examining Attorney.

The refusal to register has been appealed as to the following classes of goods/services:

- Class 009.
All goods and services in the class are appealed, namely: Computer software, namely, software for creating or facilitating an on-line presence where users can share information, participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring social media, photos, images, and topics of general interest to such users; computer software for aggregating and integrating information, images and content from social networks, publicly available sources and personal websites and communications to provide and enable users to interact with information, images and content of greatest interest to them; computer software, namely, software that enables users of computers and mobile devices to access, aggregate, organize and interact with content, information and images from social media websites, publicly available sources, and personal websites and communications, and provides data, information and updates on topics of general interest to members of an on-line community
- Class 035.
All goods and services in the class are appealed, namely: Online advertising services for others; promoting the goods and services of others via a website featuring coupons, product reviews, and shopping; advertising and directory services, namely, promoting the goods and services of others by providing a web page featuring imagery, ads and content with links to the websites of others; promoting the goods and services of others by providing a community-driven web site featuring consumer information in the fields of business, commerce, investing, and shopping; computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, business advice and information, commercial advice and information, investing advice and information, shopping advice and information
- Class 041.
All goods and services in the class are appealed, namely: Entertainment and educational services, namely, online magazine featuring articles, images, and photos about news, entertainment, and current events; providing a virtual environment where users can find and exchange articles, images, and photos about topics, people, and current events, and where users can interact for entertainment purposes and to express opinions about topics, people, and current events; computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, educational advice and information, entertainment information
- Class 042.
All goods and services in the class are appealed, namely: Computer services, namely, providing an on-line site for users to share information, participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring social media, photos, images, and topics of general interest to such users; providing an interactive website that aggregates and integrates information, images and content from social networks, publicly available sources and personal websites and communications and enables users to interact with information and content of greatest interest to them; computer services, namely, providing a web-based system and online portal featuring on-line nondownloadable software that enables users of computers and mobile devices to access, aggregate and

interact with content, information and images from social media websites, publicly available sources, and personal websites and communications; computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, science and technology information; providing a website featuring a media aggregator and search engine for internet and social content; application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, web sites, and databases of others in the fields of personal media and communications content; application service provider (ASP) featuring software for use in the collection, dissemination, and assimilation of data, information, photos and images for social networking purposes

- Class 045.

All goods and services in the class are appealed, namely: Online social networking services; providing a social networking website for entertainment and social communications purposes; computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, social networking information

Respectfully submitted,

/Hollis Beth Hire/

07/22/2011

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